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For Immediate Release

## LONG-TERM DAIRY POLICY ENSURES CONTINUED STABILITY OF INDUSTRY

WINNIPEG, January 22, 1986 -- For the first time since 1980, Canada's dairy farmers have a five-year commitment from the Government of Canada to their industry, Agriculture Minister John Wise announced today.

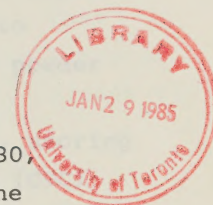
The policy will also benefit consumers by guaranteeing that they can continue to buy high-quality Canadian dairy products at reasonable, stable prices.

With the introduction of this policy, the federal government has now acted on nearly all points in the 16-point agriculture policy announced by the Progressive Conservatives during the last federal election, Mr. Wise said.

"I'm proud that I am able today to deliver on another election commitment," he said. "I'm proud also of the policy itself. It stands the test of fairness and, I believe, it will also stand the test of time."

Mr. Wise announced details of the policy at the Dairy Farmers of Canada annual meeting in Winnipeg. He told the organization that the policy reflects change where change was needed, and reaffirms basic components which have worked well.

The long-term dairy policy will continue to be based on a supply management system because "when something is working well, you shouldn't tinker with it," he said.





To illustrate the benefits of supply management in the dairy sector, Mr. Wise pointed to the long-term outlook for the industry, which predicts continued stability, with growth opportunities in cheese production.

Under the new policy, the Government of Canada will continue to provide a subsidy of \$6.03 per hectolitre for industrial milk produced for domestic requirements, as well as for 1.1 million hectolitres produced for the special export program.

Producers will continue to be responsible for all export losses, while the Canadian Dairy Commission is authorized to continue to support market prices for butter and skim milk powder through its offer-to-purchase programs.

Federal funding for costs associated with buying, storing and marketing butter through the Canadian Dairy Commission (CDC) will be eliminated. This measure should put the industry in closer touch with market signals, thus encouraging greater efficiencies, Mr. Wise said.

While the Returns Adjustment Formula will be retained for the time being, the Minister said he intends to establish a new formula during 1986.

The long-term policy also addresses three key trade matters.

First, there will be a review of the Canadian Dairy Commission's export marketing practices to ensure that private sector exporters have a fair chance to participate in dairy export trade.

"The participation of the private sector in export marketing is in keeping with this government's increased emphasis on a market-oriented approach," Mr. Wise said.

Secondly, steps will be taken to shield Canada's dairy industry against imports of dry blends. These blends have become a means of evading Canada's dairy import controls, and they've caused losses to Canadian producers and processors. The Import Control List will be extended to include these blends.



To illustrate the benefits of supply management in the dairy sector, Mr. Wise pointed to the long-term outlook for the industry, which predicts continued stability, with growth opportunities in cheese production.

Under the new policy, the Government of Canada will continue to provide a subsidy of \$0.15 per litre for industrial milk produced for domestic consumption, as well as for 1.1 billion litres of milk produced for the export market. Producers will continue to be responsible for all export losses, while the Canadian Dairy Commission is authorized to continue to support market prices for milk and milk products through its other-to-market program.

Industrial funding for costs associated with buying, storing and marketing butter through the Canadian Dairy Commission (CDC) will be eliminated. This measure should, Mr. Wise said, allow the industry to better manage its costs and improve its competitiveness.

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The new policy also includes a new trade agreement, which will be a review of the Canadian Dairy Commission's export marketing program to ensure that private sector operators have a fair chance to participate in dairy export trade.

According to Mr. Wise, this agreement is a landmark step in a long-term effort to ensure that the dairy sector in Canada is competitive and sustainable. Mr. Wise said, "This agreement will be a key to ensuring that the dairy sector in Canada is competitive and sustainable. These changes have been a result of working closely with dairy producers and processors. The Dairy Control Act will be enacted to ensure these changes."

Thirdly, the Minister for International Trade, James Kelleher, will press for improvements in Canada's balance of trade in cheeses during the next round of Multilateral Trade negotiations.

"The long-term dairy policy was introduced following extensive discussions with the industry, and it reflects this government's genuine commitment to meaningful consultation," Mr. Wise said.

To assist in the consultation process, Mr. Wise in June appointed Everett Biggs and Benoit Lavigne as advisors. They consulted with more than 40 organizations before writing a report. This report has been released, and copies are available through the Communications Branch of Agriculture Canada in Ottawa.

"I have accepted some, though not all, of their recommendations," Mr. Wise said. "Without doubt, their report served the purpose of assessing the options fully, and sparking discussion.

"I thank Messrs. Biggs and Lavigne for the professionalism and integrity they demonstrated in carrying out their task."

The long-term policy "will guarantee a reasonable degree of stability to a sector that plays an important role in Canada's overall economy," he concluded.

There are more than 40,000 Canadian farmers involved in the dairy industry, and another 25,000 Canadian jobs in the dairy processing sector.

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For more information, media may call:

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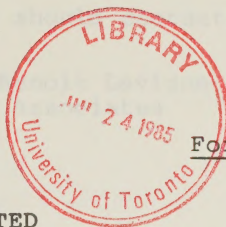






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## DAIRY POLICY ADVISORS APPOINTED

OTTAWA, July 10, 1985 -- Agriculture Minister John Wise today announced the recent appointment of two independent advisors to assist him in the establishment of a long-term dairy policy.

The advisors will be led by Mr. Everett Biggs, a former deputy minister of agriculture and deputy minister of environment in Ontario.

The other principal member is Mr. Benoit Lavigne, who until recently was president of la Regie des marches agricoles, which supervises marketing boards in the province of Quebec.

The Minister is expected to name other advisors shortly.

"I've asked Mr. Biggs and Mr. Lavigne to consult with producer groups, processors, retailers and consumers, and to give me as soon as possible their expert advice on the establishment of a new long-term dairy policy," Mr. Wise said.

The Minister pointed out there have been changes to the structure and operation of the dairy industry since the 1980-81 review of long-term dairy policy. The advisors will study these changes and make projections on appropriate policy and programs concerning the industry for the balance of the decade.

"My aim is to put a long-term policy in place because stability is essential to a progressive dairy industry," Mr. Wise said.

"That's why I've asked the advisors to conduct these important consultations."

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Mr. Biggs and Mr. Lavigne have already begun their consultations with interested groups. Anyone who would like to comment on the dairy policy should contact:

Everett Biggs or Benoit Lavigne  
c/o Everett Biggs Associates  
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21 Queen St. East  
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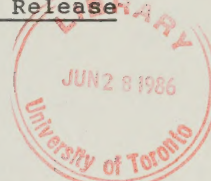


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Roch Morin and Kenneth McKinnon

## **APPOINTMENTS TO CANADIAN DAIRY COMMISSION**

OTTAWA, July 17, 1986 -- Agriculture Minister John Wise today announced the appointment of Roch Morin of St-Hyacinthe, Que., as chairman of the Canadian Dairy Commission (CDC). Kenneth McKinnon of Port Elgin, Ont., has been appointed as vice-chairman.

"I am very pleased to have these two capable gentlemen on board," the Minister said. "I look forward to working with the Commission on the challenges facing the Canadian dairy sector."

Both appointments are effective immediately.

The new chairman has many years' experience in the dairy industry. Since 1980, Mr. Morin has been corporate secretary with the Fédération des producteurs de lait du Québec. He has held senior positions with the Dairy Bureau of Canada, including that of president from 1981 to 1982. He was secretary to the Quebec farm products marketing board from 1966 to 1971.

Mr. Morin was director general of the Fédération des producteurs de lait industriel du Québec from 1971 to 1980. He has also served on the Canadian Milk Supply Management Committee.

Before this appointment, Mr. McKinnon was chairman of the Ontario Milk Marketing Board, a position he held since 1977. He has been president and a director of the Dairy Farmers of Canada, as well as a member of the Consultative Committee to the CDC and the Canadian Milk Supply Management Committee.

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